

Why Breastfeed?

Benefits for Baby

- protects against infection
- lower risk of SIDS
- better vision
- fewer problems with weight
- fewer allergies
- healthier baby
- provides perfect nutrition

Benefits for Mom

- Lowers risk of:
 - breast cancer
 - ovarian cancer
 - osteoporosis
 - heart disease
 - diabetes

Benefits for Employer and Society

- mom returns to work sooner
- fewer sick days for mom and baby
- lower health care costs
- higher retention rates
- better for the environment

WIN WIN WIN

Resources:

Facebook: Portage County Breastfeeding Coalition

Business Case for Breastfeeding Tool Kit:

<https://www.womenshealth.gov/breastfeeding/breastfeeding-home-work-and-public/breastfeeding-and-going-back-work/business-case>

Portage County, WI – Prenatal Care Coordination:

<http://www.co.portage.wi.us/department/health-and-human-services/division-of-health/community-health/prenatal-care-coordination>

Opening the door to breastfeeding

Building a Breastfeeding Friendly Community

Information for Businesses and Public Places

Portage County
Breastfeeding
Coalition



PORTAGE COUNTY
HEALTH AND HUMAN SERVICES
Division of Public Health



Breastfeeding Coalition of Portage County:

Promotes and supports breastfeeding. The group began in 2008 and is comprised of local professionals and citizens who have united to support nursing moms and to educate businesses and the public about the importance of breastfeeding in society.

Breastfeeding Coalition Mission Statement:

To promote and support breastfeeding in Portage County through a collaboration of community resources in an effort to increase the initiation and duration of breastfeeding.

Portage County Health and Human Services Division of Public Health:

Prenatal care nurses and WIC nutritionists participate in and collaborate with the Portage County Breastfeeding Coalition. We work to increase the amount of breastfeeding friendly businesses and public places in Portage County.

Let us help you get started:

1. Contact Public Health

Call (715) 345-5946 to speak with a prenatal care nurse

2. Create a breastfeeding policy and share with staff

Sample policy templates are available upon request

3. Create a Mother's Lounge

** See what is needed →

4. Get recognized

We recognize breastfeeding friendly businesses with a certificate you can put on display to show your support for breastfeeding moms!



Setting up a Mother's Lounge

Include:

- a comfortable chair that would allow the new working mom to sit up straight as this is the ideal position to pump
- a flat surface for a breast pump to rest, like a counter top or table
- easy access to an electrical outlet
- a lock on the door and/or a sign that says "occupied" or otherwise warns passersby that the room is in use
- access to a nearby sink to rinse out pump parts with soap and water

Optional:

- anti-bacterial wipes to disinfect the surfaces
- a small food-only refrigerator for storing breast milk
- a microwave for steam-cleaning pump pieces
- decor that encourages mothers to relax, and/or a place to hang personal photos or art work.